

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Netherlands

Post: The Hague

Market Development Activities 2010

Report Categories:

Export Accomplishments - Events

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Report Highlights:

FAS/The Hague strongly supports market development activities for U.S. agricultural exports to the Netherlands and the EU. This report summarizes recent successful marketing activities and their impact. Most of the activities are initiated by U.S. state and regional trade groups (SRTGs) and other cooperators and then executed in close cooperation FAS/The Hague.

General Information:

Volusia Country Foliage Trade Mission: \$1.1 million

FAS/The Hague organized a Trade Mission for foliage growers from Volusia County, Florida, around the Dutch horticulture trade show Hortifair. Although the Trade Mission took place in 2009, the results were not available until early 2010. The results were 30 one-on-one sales meetings, 12-months projected sales of \$1.1 million and 58 sales leads.

WUSATA Buyers Mission Bakery Ingredients: \$ 730,000

FAS/The Hague worked closely with the UK representative of WUSATA to recruit Dutch buyers of dried fruits and nuts. Three Dutch companies participated in what turned out to be very successful mission. Although the actual Buyers Mission took place in 2009, the sales number came available in the course of 2010. Participating U.S. companies indicated that their on-site and 12-months projected sales to the three Dutch importers were respectively an estimated \$150,000 and \$730,000 million.

European Seafood Exposition: \$ 446 million

The Alaska Seafood Marketing Institute, Food Export USA North East and the Southern U.S. Trade Association participated in the 2010 U.S. pavilion along with almost 40 U.S. seafood companies. FAS/The Hague invited seafood importers in Post's region to visit the U.S. pavilion and aided U.S. companies in making contacts with European and third country importers. Participating U.S. seafood companies indicated that their on-site and 12-months projected sales (to European buyers) were respectively \$128 million and \$446 million.

California wine tasting at the Ambassador's Residence: \$38,800

FAS/The Hague organized the event in cooperation with the California Wine Institute. Seventeen wine importers showcased on April 12, 2010 115 different Californian wines to their top clients and prospects. The on-site sales and 12-months sales were respectively \$1,725 and \$ 38,800. FAS/The Hague was very pleased with the attendance of the Buying Managers of leading retailers. The promotion also attracted great press (radio, newspapers, wine and lifestyle magazines).

WUSATA Buyers Mission Gluten Free Products: \$ 700,000

FAS/The Hague worked also closely with the UK representative of WUSATA to recruit Dutch buyers of gluten free products. This time two Dutch buyers participated in what turned out to be very successful mission. The U.S. companies indicated that their 12-months projected sales to these two Dutch importers were an estimated \$700,000 (no on-site sales were made).